

Don't let the box out!

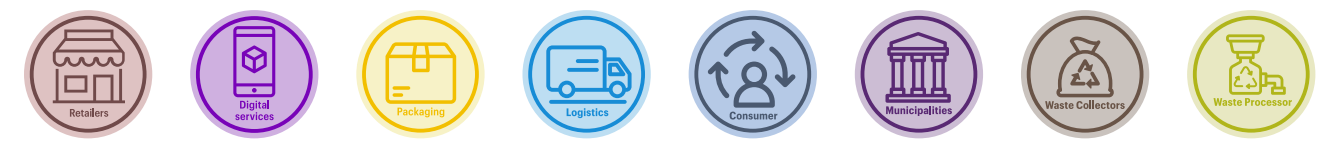
A holistic approach to capturing material with recycling potential in the e-commerce sector.

| Context

The explosion in e-commerce has been undeniable. Our current global situation has urged the different industries to adapt. With 66% of Europeans claiming to have shopped online more since the initial lockdown in March 2020 and 82% planning to shop online at the same level or more post lockdown (Samat, 2014), online shopping will remain in the consumption behaviour of potential customers.

Even if consumers considered receiving their packages at their home or decided to pick them up, some other concerns may arise with this new way of purchasing, especially with the packaging system and the further waste disposal issues that the Netherlands has been facing.

| Purpose



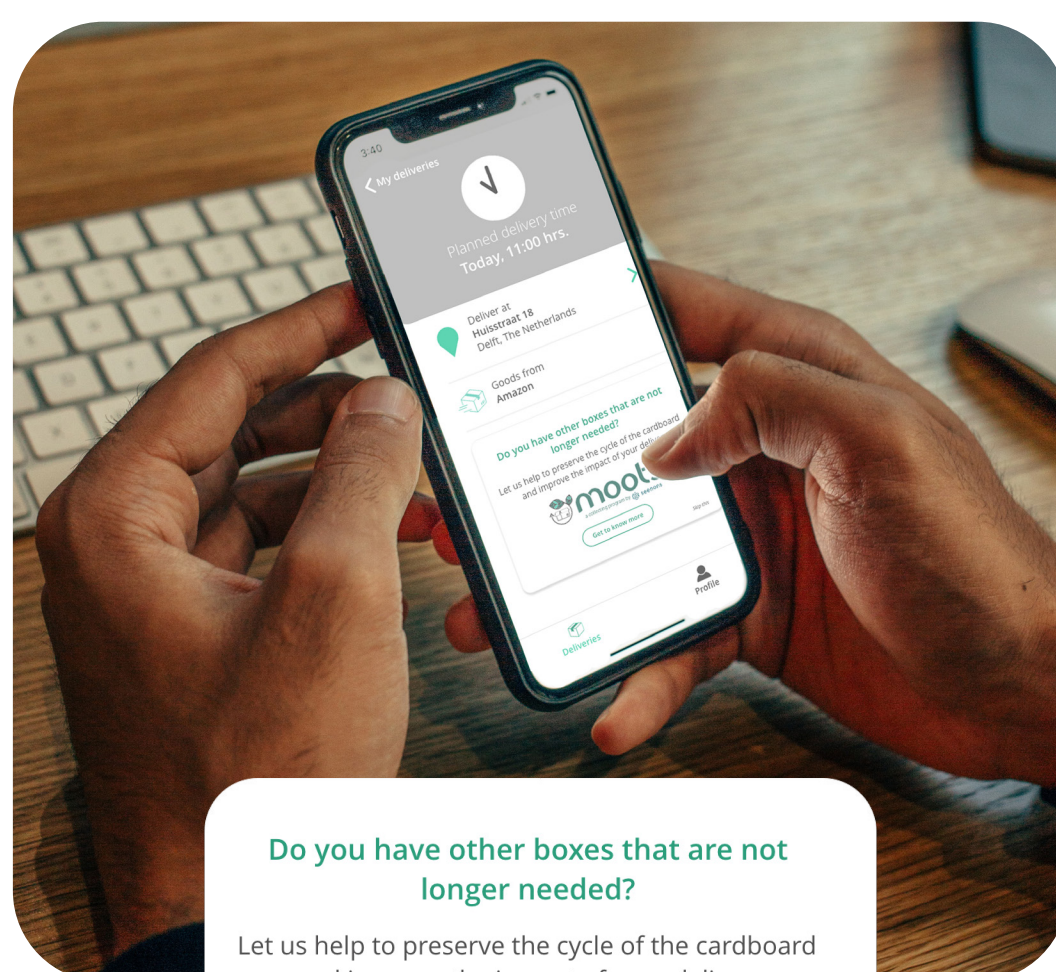
Identify the potential points where paper-based packaging may become waste. Therefore, a systemic design approach is used to identify the different actors. Then, a strategic solution allows them to set shared needs & impacts and collaborate towards the proposed goal. As a result, a program that incorporates logistic providers, packaging producers and waste collectors was created.

| Opportunity



Moots (from the Mayan word that means "roots") puts the waste collection system closer to the consumer and, in this way, successfully recover, measure, and repurpose waste paper and cardboard. It also evolves the role of the waste collectors where they became a facilitator to enhance collaboration, goal development, implementation, and measurement of objectives with the final aim of reducing the idea of waste.

For consumers



Do you have other boxes that are not longer needed?
Let us help to preserve the cycle of the cardboard and improve the impact of your delivery

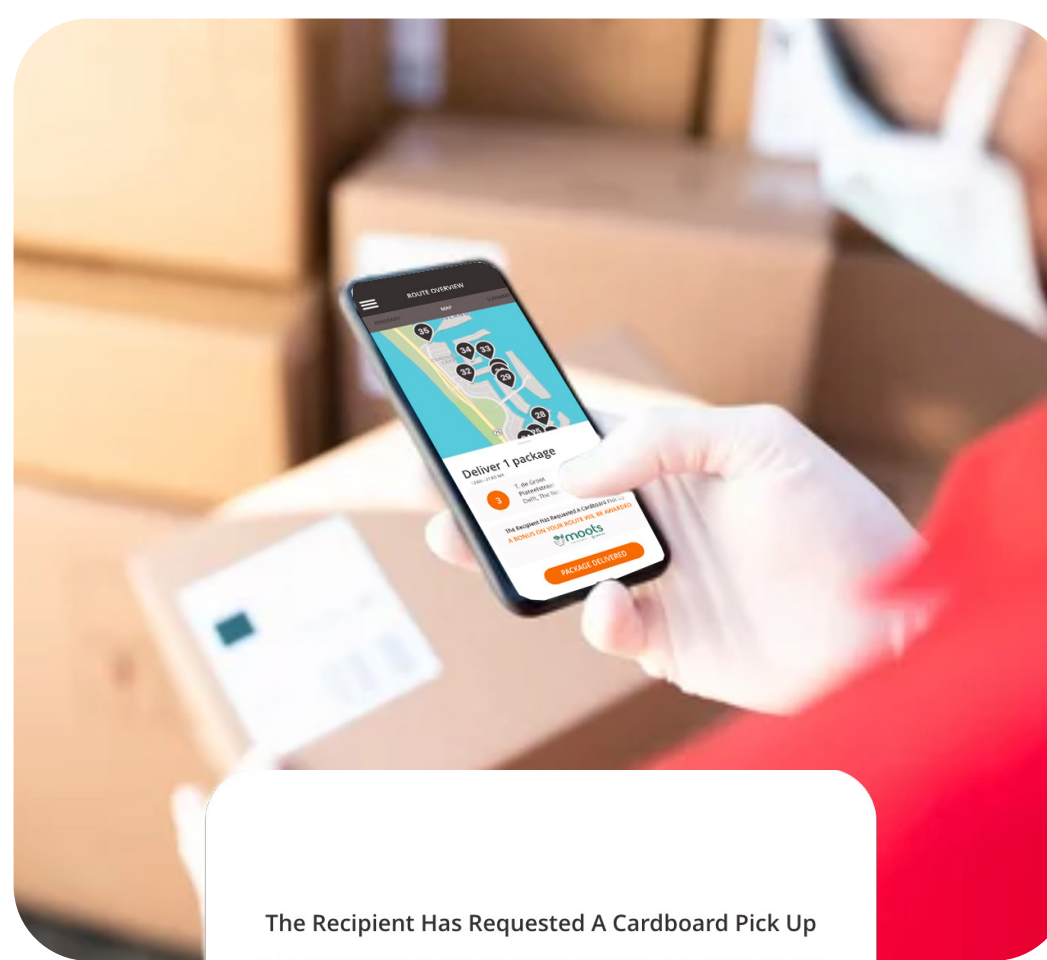
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Skip this

With a closer approach to the end-user, the material will be capture in good conditions. In this way, consumers have another option to dispose the carboard that have at home.

For logistic partners

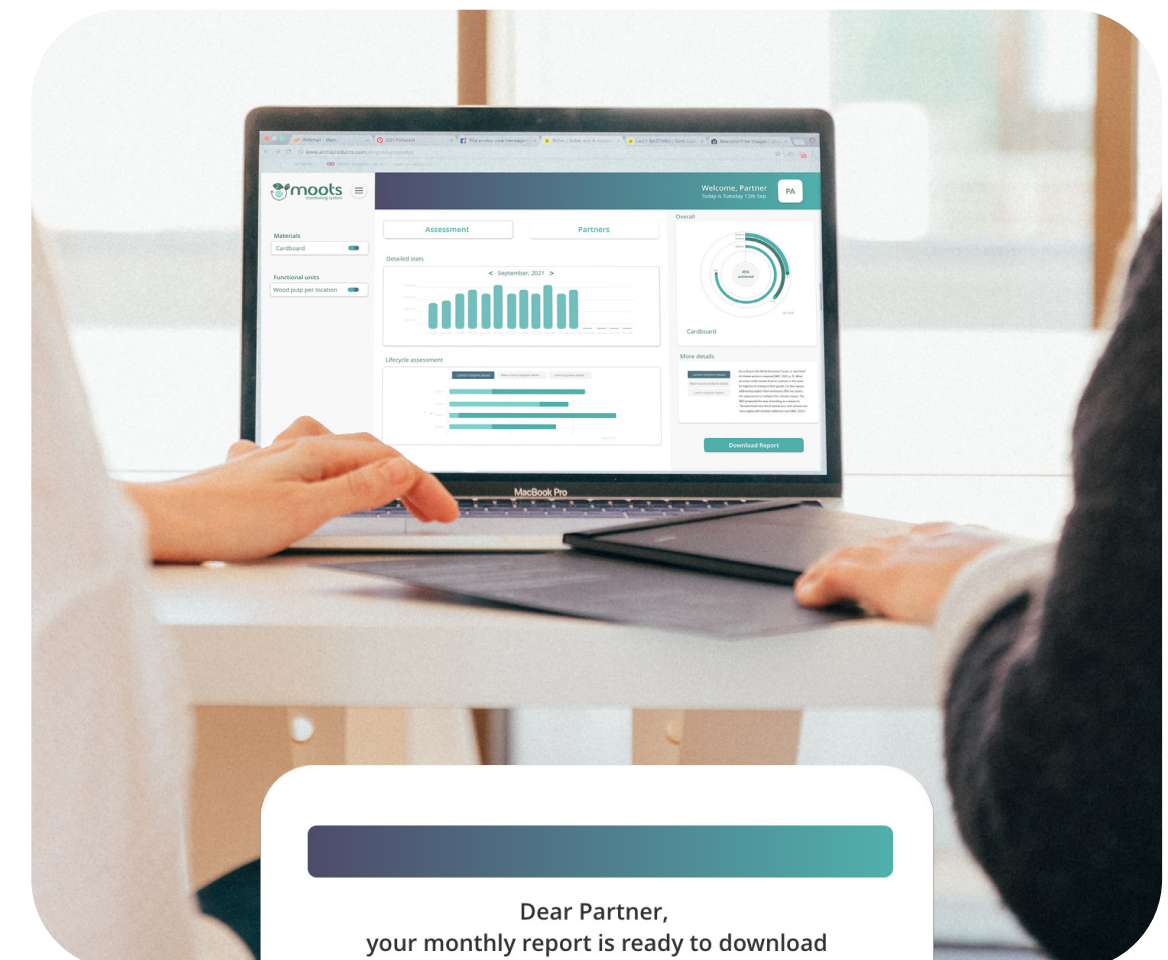


The Recipient Has Requested A Cardboard Pick Up
A BONUS ON YOUR ROUTE WILL BE AWARDED

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Typically, the task of the delivery ends when the truck is empty. Therefore, a new incentive should be put in place to encourage drivers to go back to their warehouse with the potential material they collect from the same route. Applying reverse logistics will reduce costs, improve quality, and increase cleanliness.

For analysis



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Information will allow the integrability of emissions metrics and track performance to claim and engage externals on the program. This program aims to push regulators and policymakers to create markets for green solutions and sign off-take agreements to make green solutions more economical.

Lorena Hurtado Alvarez

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SPD

Committee

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